August 1934

UEF news

Published by • UNDERWOOD ELLIOTT FISHER COMPANY • New York

To Europe

•

Prizes Given

•

As Fine
As a Fine Watch

•

The States
Add Liquor Profits

"I like
Underwood's speed."

Wide World

SEZ WE

At a luncheon the other day I heard Vash Young speak.

Mr. Young, you know, is the man who claims that while he was virtually down and out as a result of the depression he adopted an attitude toward his daily life and his fellow-men which has brought him both material prosperity and great happiness. He has expounded his ideas in three books that have been in the best-seller class.

As the luncheon at which he spoke was given by the Sales Executives' Club of New York, his remarks were concerned largely with selling and salesmen. One of his observations struck me as particularly apt.

He said, in effect, "A salesman has to face the competition of other salesmen, of other companys' advertising, of the strong points of other products. But these aren't nearly so bad as competition in a still different form. The very worst competition a salesman has to face is the competition within himself.

"Consider, for example," he went on, "an average salesman starting out to make his first call on a Monday morning. The thoughts passing through his head are probably something like this:- 'Don't feel so good today; must have indigestion; breakfast was terrible.' 'Competition is awful in this territory; something ought to be done about these cut-throat practices.' 'Wonder what my bank balance is?' 'Wish I had some other line; this one is shot.'

The point Mr. Young brought out is that the salesman's job is selling; that any job, to be well done, requires undivided thought and attention during the whole working day; and that, nevertheless, many salesmen often let their energy and attention be diverted from their task.

As Mr. Young declared, a man can't control external conditions, but he can control the effect of those conditions on him. And if he will habitually refrain from fear and complaining, even in his thoughts, and will think constructively instead, he will become richer in money and contentment.

S. S.

UEF news

VOL. 2 **NO. 2**

Stewart Schackne, *Editor*

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Cover photograph by R. I. Nesmith & Associates.

AUGUST
1 9 3 4

The Month's Headlines

TO EUROPE

¶ Vice President Eylar and Export Manager Lehn to visit UEF representatives in eighteen countries.

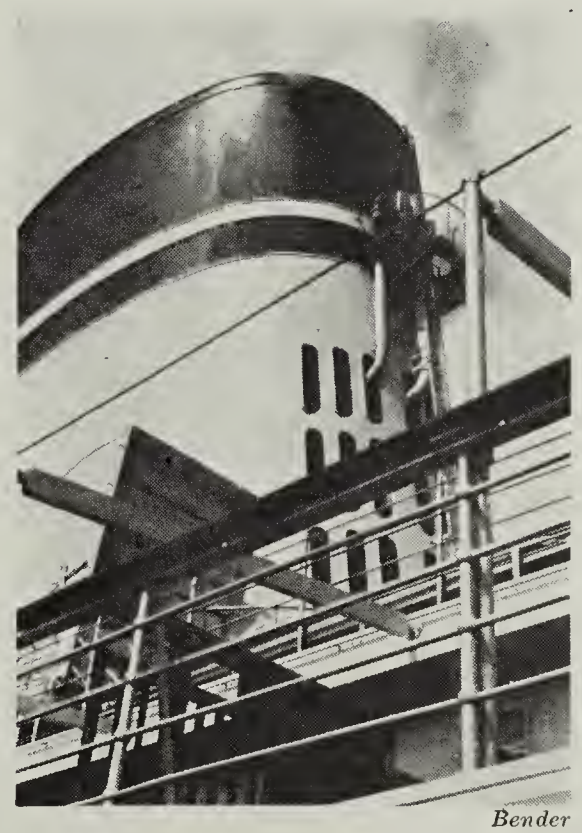
AT 12:30 a.m. in the morning of July eighteenth Vice President Eylar and Fred D. Lehn, newly appointed export manager of Underwood Elliott Fisher, sailed from New York on the *S. S. Bremen* for an extended business trip in Europe. They were accompanied on the voyage by Andreas Lorant, who is manager of Deutsche Underwood Elliott Fisher, and Joseph Lecher, managing director of the Mercedes Company in Germany. The latter two men were returning to their homes after visits to the General Offices.

The trip was planned by Mr. Eylar to permit the many representatives of the Company abroad to meet the new export manager and also to enable Mr. Lehn to make first-hand observation of current conditions in Europe.

Mr. Eylar, Mr. Lehn and Mr. Lorant debarked at Southampton, England, while Mr. Lecher continued to Cherbourg, France.

Proceeding to London, Mr. Eylar and Mr. Lehn remained in that city a week and then traveled to the Company's headquarters for continental Europe at Basle, Switzerland.

They will hold sales meetings at many points, conferring with and advising sales staffs in scores of cities. Their journey will cover eighteen countries and probably will last until some time in October.



Bender

"All ashore who are going ashore."

Ward, Vance and Videau Lead Managers' Contest

THE end of the first month in the Branch Managers' Contest found G. H. Ward of the Washington typewriter office, R. B. Vance of Atlanta and J. L. Videau of New Orleans out in front in the battle for cash prizes.

These three managers are giving quota a terrible beating. But the results of only the first round are known and it is not at all impossible for some other managers to overcome this initial advantage. The prizes are worth a battle.

PRIZES GIVEN

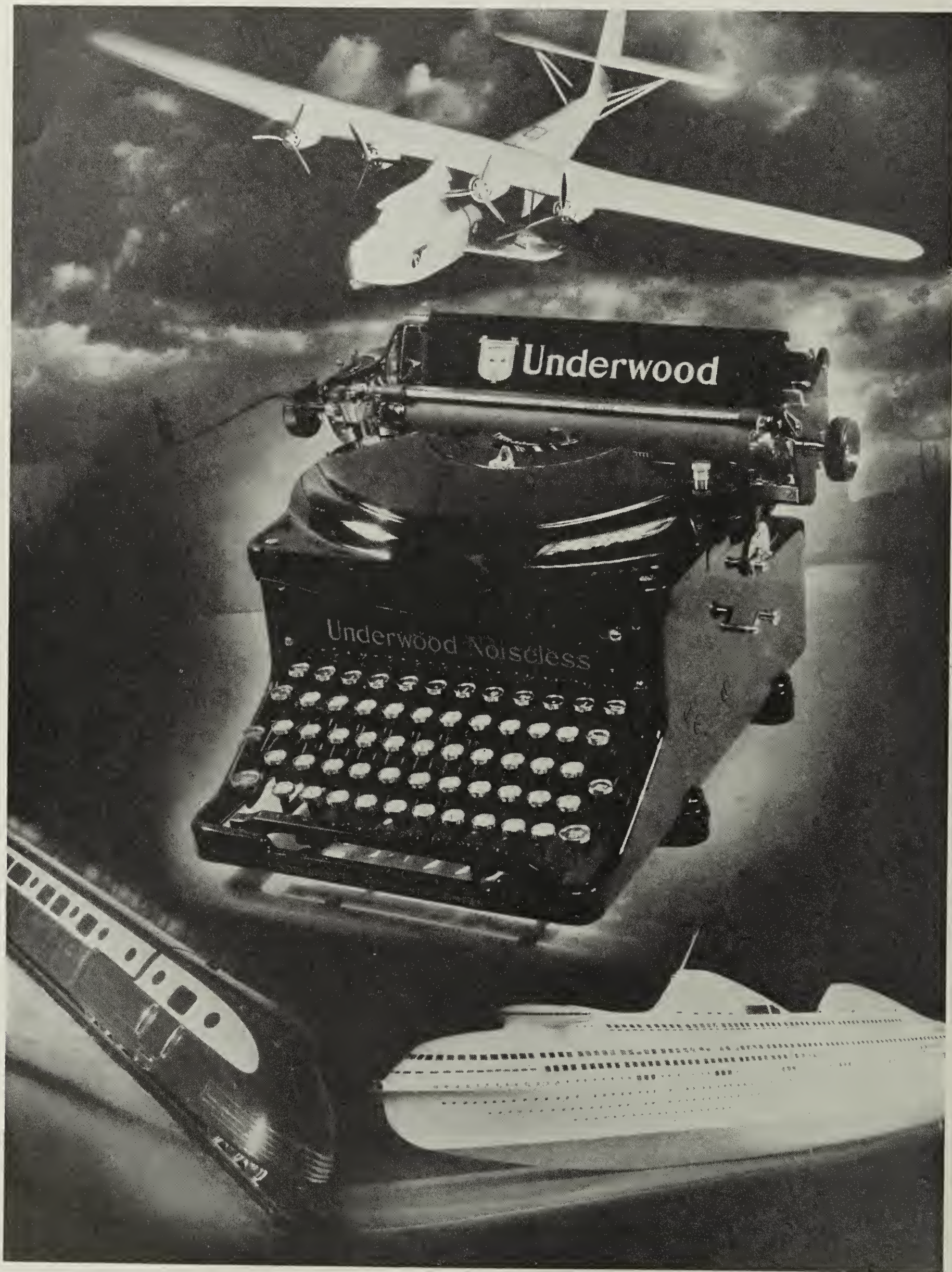
¶ Underwood Elliott Fisher awards Portables to twenty authors of Mount Rushmore inscription texts.

TWENTY persons who submitted manuscripts in the nation-wide Mount Rushmore Memorial Inscription Contest, initiated by the Hearst newspapers and supported by the Underwood Elliott Fisher Company, have received Portable typewriters from the Company as prizes for outstanding texts.

The contest was planned to obtain a description of epic incidents in American history, in not more than 600 words, to be engraved in the rock of the Black Hills of South Dakota in connection with the Mount Rushmore Memorial. The Memorial will be in the form of colossal figures of George Washington, Thomas Jefferson, Abraham Lincoln and Theodore Roosevelt.

The Hearst newspapers invited the public to compose inscriptions and offered several prizes up to $1,000 in four classes. To further the project, Underwood Elliott Fisher conducted a collateral contest in twenty districts throughout the country where the Company's radio program *The Voice of America* was heard during the Spring. The historical episodes on which texts were to be based were dramatized in the broadcasts and a prize of a Portable was offered for each district.

The large number of entries which the Company's contest brought forth were sent to New York for judging and winners were named last month.



Modern Design

George Douglas

In Akron, Miss Helen Jones was presented with a model F Underwood. In Albany, Miss Alice Pantas was the winner. Miss Pantas is fourteen years old, the oldest of six children. She finished junior high school in June and plans to continue commercial studies at senior high school.

George E. Power, a fifty-four-year-old professional writer, won in the Baltimore area. In the territory covered by station WNAC of Boston, Theodore M. Karger of Dorchester, Mass., was the recipient of a typewriter. In a note of thanks to the Company he expressed a wish that, "this treasured machine shall be the inspiration for greater writings than my humble Mount Rushmore manuscript."

Samuel Vetro, twenty-seven, of Rochester, won in the Rochester-Buffalo area, and Marion Fradin won in Chicago.

Mrs. George S. Pierce of Lakewood, Ohio, wrote the prize-winning entry in the Cleveland district, and A. S. Piric was the winner for Detroit and vicinity.

In the South Bend territory the winner was Otto E. Hackman of Fort Wayne. Marvin Raffel of Bristol, Conn., submitted the text which was judged best for the Hartford district.

Frederick McLaughlin, high school student of Bloomfield, Ind., who was given a Portable by the Indianapolis branch, wrote, "I have always wanted a typewriter and now next school term I am going to take a course in typing and bookkeeping as I think it would be useful in anything I might want to do after getting through school."

The O'Neal-Branch Co., sales agents at Orlando, Fla., presented a machine to Mrs. Willis B. Maxwell as winner for Jacksonville and environs. S. Elmer Chambers, composer of the best entry submitted to the Syracuse branch, is an architect.

Mrs. Elizabeth N. Conklin of Harrisburg was winner for the Philadelphia area; Donald J. Howard won in Pittsburgh, and Robert Healey in Providence.

From St. Louis, Thomas J. Carlin, an attorney, wrote, "Accept my heartfelt thanks for the Underwood. I appreciate it and the spirit of patriotism that prompted the offer. In these times it is encouraging to see a few bright spots of national pride."

Elliott D. Williams, a railroad telegrapher at Defiance, Ohio, received the prize for the Toledo area, while Miss Laura Virginia Hale of Front Royal, Va., won for the Washington area and Sidney Kasindorf in New York.

Besides the typewriter awards the prize-winning entrants are eligible to win Hearst newspaper awards and their texts have been forwarded to the National Committee.

NO-MAN'S LAND

¶ *A prominent advertising agency considers corporations and the public's opinion of them.*

IN spite of all their mistakes, railroads created America. They established American cities. They made possible our industrial system. Most of our farms exist because of railroads. They place fresh fruit and vegetables in every market twelve months in the year. They pay good wages to more than one million people. Eighteen billion dollars of American savings are invested in railroads. The United States would collapse if the railroads did.

So, of course, we all hate railroads. Statesmen abuse railroads as a means of getting votes. Legislation designed to cripple railroads has always been popular. It is rated an act of patriotism to hamstring a railroad so that it goes broke.

In spite of all their mistakes, public utilities are largely responsible for our way of living. They have lifted drudgery from housework. They have brought comfort, leisure and convenience. They have saved eyesight. They have deterred crime by keeping cities lighted. They have done away with hot kitchens, oil lamps, ice boxes, coal furnaces, brooms, spring cleaning, old-fashioned ironing by the kitchen stove, burnt toast and a multitude more of unpleasant labors and troubles which aged women before their time and robbed them of happiness. Utilities have revolutionized industry. They have carried city convenience to farms. Their securities are owned by millions of people. They have served us well.

So, of course, everyone hates public utilities.

In spite of all its mistakes, the steel industry has built America. Its titanic enterprise has contributed the warp and woof of American prosperity. Almost everything in this country that is modern and better is so because of steel. So the best we can say for the steel industry is that it is predatory, an oppressor of labor and feudal.

The enormous development of American industry would have been inconceivable without the vision, courage, intelligence and vast resources of American finance. More than eighty billion dollars of the people's money are soundly invested in the great industries, railroads and utilities by means of financial institutions. Finance has erected a credit structure which multiplies by many times the volume of business possible on a given amount of national capital. It maintains open markets where the day-to-day values of securities are determined, making such securities almost as liquid and marketable as a dollar bill. In spite of all its mistakes, finance organized America.

So naturally the whole country rejoices over legislation designed to clamp a set of teeth in the leg of finance.

Scattered all over America are important industries around which have grown up prosperous communities. In the aggregate, they employ millions of men and women. They are the chief support of churches, hospitals and all civic advantages. They are the backbone of business. So, many of these industries are disliked by the people, and are continuously hampered by antagonism and petty persecution.

What is the origin of this quarrel between the people and the edifice of our prosperity? Why is any demagogue who threatens to tear down that edifice fairly certain to land somewhere in Washington? Why do we hate railroads, utilities, steel, finance and many of our great industries?

It isn't merely the hatred of the common people for the wealthy. For these basic structures are owned very largely by small investors. The people either own the stock outright, or indirectly through life insurance and savings bank deposits. Losses suffered by railroads, utilities, steel, industries and finance fall heavily on the poor. Profits won enrich millions of common people.

It isn't that we hate success. It isn't because a rascal or a fool upsets an apple cart now and then.

The real trouble is that the people have always been kept in ignorance regarding most utilities, steel and finance, and until recently have been told little about railroads and other basic enterprises. Serving the people, owned by the people, making money for the people, these great forces of our economic life have nevertheless remained aloof from the people. Their directors seem to have developed a strange belief that the public cannot be trusted with the facts. A few railroads have tried to establish better relations, and have benefited from the effort.

Where there is ignorance there is bound to be suspicion.

Acquaintance is the beginning of friendship.

The policy of silence pursued by railroads, utilities, steel, industry and finance has done great harm. It has left in the public mind a no-man's land of ignorance, suspicion and dislike which separates these great services from the people—a land without law or order where evil things are done.

The time has come for these services to get acquainted with the people of America and wipe out the menace of this no-man's land.

There is no earthly reason why rail-

roads should not stand as well with the public as the automotive industry does; why every utility should not win public friendship as American Tel. & Tel. has done; why steel should be less popular than insurance companies; why finance should not share the confidence enjoyed by savings banks; or why any industry should not have the good will accorded General Electric.

All the public wants is to know the facts.

In every village, there is one man whom everybody hates. He is often the squarest man and the best citizen of the village. But he pursues a policy of silence. In time the legend grows that he is concealing things, is furtive and a schemer, is robbing the people. He is too proud to be friendly or to explain. When he makes mistakes, as any man will, they are rated as crimes. If he makes money, he is a robber in the popular fancy. If he gets into difficulties, as men do now and then, the virtuous villagers are pleased that his doom has overtaken him at last.

When railroads, utilities, steel, finance and industries have public relations like those of the hated villager, they always suffer for it. Their securities collapse more speedily in a panic. When labor troubles develop, they cannot count on the tremendous support of public sympathy. In a competitive situation, they are not fortified by popular preference.

If railroads, utilities, steel, finance and other basic industries should decide to wrap up their policy of silence and store it in the attic along with the old silk hat and frock coat, the American people would be glad to get acquainted with them and no-man's land would disappear.

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William von Hacht

Denton McKane

NEW FACES

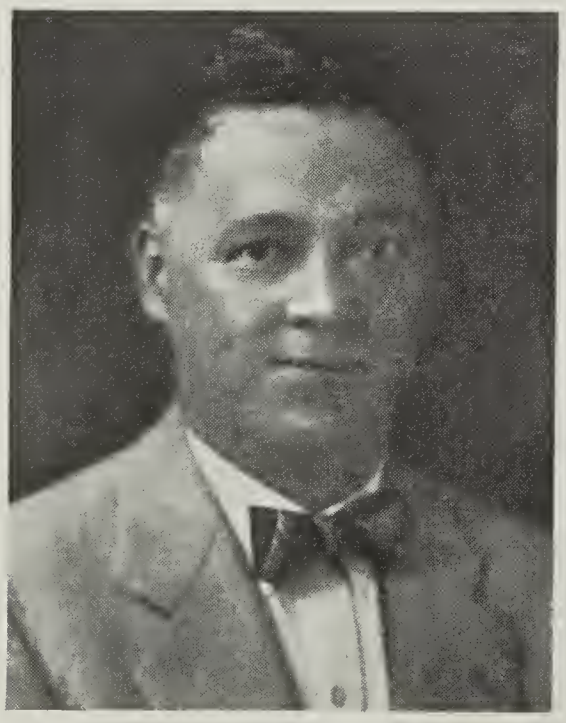
¶ *Promotion of von Hacht and appointment of McKane bring the two men to the General Offices.*

TWO new faces are seen in the General Offices these days. They are those of William von Hacht, who has come from San Francisco where he was assistant branch manager to work with Sales Manager Alfred Jensen in the accounting machine division, and Denton McKane, who has been named chief accounting engineer.

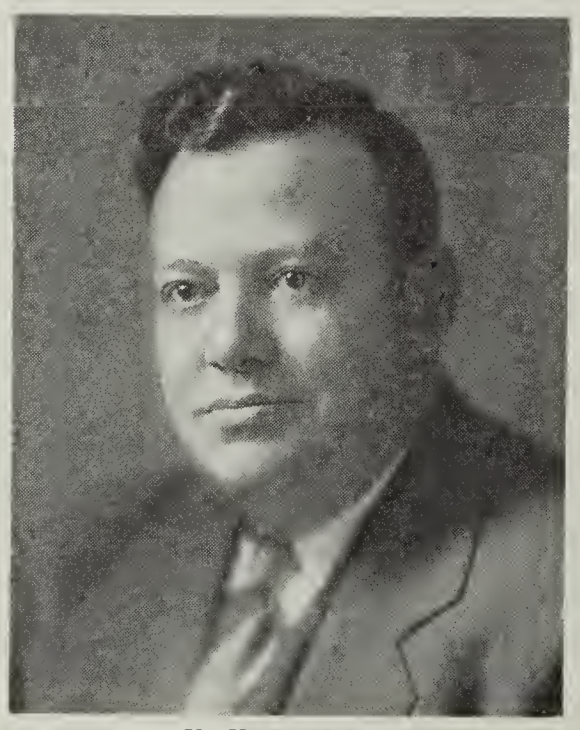
Mr. von Hacht has been with the Company for ten years and has had an outstanding sales record. He was an All-Star salesman from the time he joined Underwood Elliott Fisher to the time the club was discontinued. In 1928 he was the leading salesman for the entire United States and in five other years ranked fourth in the country. During the four years of the $1000-Club's existence (an organization of men who sold at least one $1000 order or exceeded quota in one month) he was a member *for every month.* He was the only man in the UEF organization to achieve this consistently brilliant record.

Upon his departure from San Francisco Mr. von Hacht was presented with a watch by his co-workers. In his new position he will give immediate attention to the department store retail field.

Mr. McKane, who fills the position formerly held by Export Manager F. D. Lehn, comes to the Company with an excellent professional background. A native New Yorker, he received his training in accountancy from the Pace Institute and was accredited as a certified public accountant by the state of New York. He has worked with the Vitagraph Co., which later merged with Warner Brothers Pictures, with the accounting firms of Walter Roberts Bullock and Lybrand, Ross Brothers & Montgomery and with the Title Guarantee & Trust Co. Prior to coming with UEF, he was auditor of the Bond & Mortgage Guarantee Co. He is a member of the New York Society of Certified Public Accountants.



J. T. Lafferty



H. H. R. Helwig

Two More Qualify For All-Star Club

SALES statistics for July reveal that the number of qualifiers for the 1934 All-Star Club has been increased by two. The new salesmen who, in the year to date, have exceeded 100 per cent of their entire annual quotas are Harry H. R. Helwig of the Washington branch and J. T. Lafferty of New York.

Both men are members of the typewriter division. They are the first typewriter salesmen to meet the requirements for All-Star membership and bring the total of qualifiers to eight. From now on each month will undoubtedly add to the list of those passing the 100 per cent mark.

PACIFIC JOURNEY

¶ *Good business and hospitality abound in the far West.*

By F. F. Wright

FULFILLING a promise of a year ago when we made New Yorkers of the native son and daughters in the Wright family, we filled up the gas tank on June seventh and headed west for San Francisco. The boys of the Pacific District had designated June as "Wright Month" complimentary to my visit—and how they put it over. Nine out of fourteen branch offices in the district had over 100 per cent of consolidated quota for the month. Is it any wonder my weakness is the Pacific District?

A delightful drive across the country on wonderful roads all the way landed us in Denver June twelfth. There we had the pleasure of holding a meeting with the Denver boys under the able leadership of Ted Sloat who had been made branch manager a short time before. Salesman Liebes of the Albuquerque sub-office came up for the meeting. It was inspiring to note the spirit and enthusiasm of the Denver men.

Our next stop was Salt Lake City where we arrived too late for a meeting but did have time to visit the office with Branch Manager Hall that evening. We were much pleased to see the new partitions and arrangements of his offices, the boys in the office having done all the carpenter and painting work. It was also noted that the entire service force had volunteered to come down that night and get out over 100 machines on a large school order.

After arrival at San Francisco and a short visit with the old friends, District Manager Coffman accompanied me to Los Angeles where on June twenty-seventh we had a joint meeting with the Los Angeles and San Diego sales forces under Branch Managers Johnson and Hoyt, the latter bringing his men up with 123 per cent of their June consolidated quota. From the responses and enthusiasm displayed at this meeting both managers can well be proud of their organizations.

Nesmith

An old Spanish mission not far from Los Angeles on El Camino Real—*The King's Highway.*

July second we had the pleasure of meeting with the Spokane organization under Branch Manager La Torres including Salesman Keil from the Lewiston, Idaho, sub-office. We were very glad to welcome Branch Manager Crist of the Butte office at this meeting, and the men present well reflected the reason Spokane is fifth and Butte eighth in percentage of quota to date.

The next day landed us in Seattle where we spent the entire day in a meeting with Branch Manager Fink and his men, including representatives from Tacoma and Olympia, and sales agents from Auburn and Bellingham. Geoff Fink being such a real optimist, the meeting reflected his spirit as well as his knowledge of our business. There were enough natural firecrackers in that meeting that we didn't need any more for the next day, which was July fourth.

Our next stop was Portland and there we had Sales Agents Stevens from Eugene and Bierma and Taylor from Medford, the latter being an old friend from Nevada days and a real Sundstrand salesman.

Branch Manager Salisbury came all the way from Boise to sit in with us and most ably contributed to the discussion.

Branch Manager Ehrsam has been with the Company in Portland for many years and has a fine loyal organization. Our meeting was so interesting it was with real regret we left the "City of Roses."

After a ten day vacation at beautiful Lake Tahoe in the high Sierras, we arrived in San Francisco and held a combined meeting with the men from the San Francisco, Sacramento and Fresno offices. This was the largest meeting in the district and while many of the men had traveled far to be present, I am sure they all felt, as we did, that it was well worth while.

I cannot leave the Pacific District without expressing my heartfelt appreciation, first to every man in the district who worked so hard to make the wonderful record for June, second for the sincere co-operation and support I received while in the district, and last to District Manager Coffman, Branch Manager Young of San Francisco, and my old friend, W. G. Chamberlain, coast manager of the Wholesale Typewriter Co., all of whom particularly made my visit so enjoyable.

It was a matter of sincere regret that time limitations did not permit of a visit to all the offices in the district, but I hope to come back next year and visit with those we had to miss this year.

Nesmith

Market Street, San Francisco, showing the Emporium, one of California's oldest and most prominent department stores and a large user of our Company's products.

As Fine as a Fine Watch

High precision without sacrifice of mass-production or sturdiness . . . Part I of a story on the UEF Bridgeport Works

PEOPLE generally think of clock and watch making as the manufacturing processes that call for the greatest exactness and the finest mechanical adjustments. But the making of Underwood Sundstrand and Elliott Fisher machines is undoubtedly more precise than clock making and probably more so than most watch making."

The speaker is F. U. Conard, works manager at the Underwood Elliott Fisher Bridgeport factory where Elliott Fisher accounting machines, Sundstrand accounting machines and Underwood Sundstrand adding machines are made.

In case the statement should seem to savor of exaggeration, N. H. Butt, in charge of all inspection, explains his chief's contention more fully.

"Time-pieces," Mr. Butt says, "are essentially a train of gears actuated by a spring. The movement is always in one direction, and the constant forward pressure of the spring can be counted on to keep the gears closely meshed and to overcome any slight variations in measurements.

"With accounting and adding machines, however, action is intermittent and, what's more to the point, it goes both ways. In other words, trains of gears in these machines must work smoothly in both forward and backward motions—for addition and subtraction. Also, there is a much greater variety of actions in an accounting or adding machine than in a watch, and these diverse actions have to be coordinated exactly. As a result, the 'tolerances' we allow in our operations here at Bridgeport—the limits within which measurements may vary—must be kept extremely small. In many instances the tolerance is as low as 3-10,000th of one inch. That means that if any one of a particular series of gears in an Underwood Sundstrand or Elliott Fisher machine exceeded its proper dimensions by more than this amount, the train of gears would not fit into the space allowed for it in the finished product."

Almost the only other types of manufactured products in which are found a precision and fineness comparable to those of UEF accounting and adding machines are surveying instruments and some sorts of scientific apparatus. The point of difference between such delicate mechanisms and Underwood Sundstrand and Elliott Fisher machines is that the former are made in comparatively small quantities and with a great deal of painstaking handwork while, at the Bridgeport works, machines that are close to the limits of absolute perfection are made on a mass production basis.

This is a fact of which the Bridgeport staff is justifiably proud and one which makes a deep impression on the visitor to the plant.

The excellence of Underwood Sundstrand and Elliott Fisher machines is maintained by a factory system that has been refined to the *nth* degree. It has, in addition, been standardized to a point where virtually all possibility of human error is eliminated. The plant executives have realized that if the *method* is perfect, the *product* will be flawless.

For this reason, ninety-eight per cent of the parts that go into the machines are made right at the works. Except for raw materials and castings, nothing is bought from outside manufacturers. In this way materials can be tested, fabrication processes can be supervised and quality can be controlled absolutely by Underwood Elliott Fisher.

That this is a task of tremendous proportions, and that the Company has spared nothing in undertaking it, is attested by the fact that 11,000 different parts, requiring 120,000 separate operations, are made at the Bridgeport works. Nearly 1800 different items of tools and supplies are kept constantly on hand, as well as some 1300 different items of steel stock.

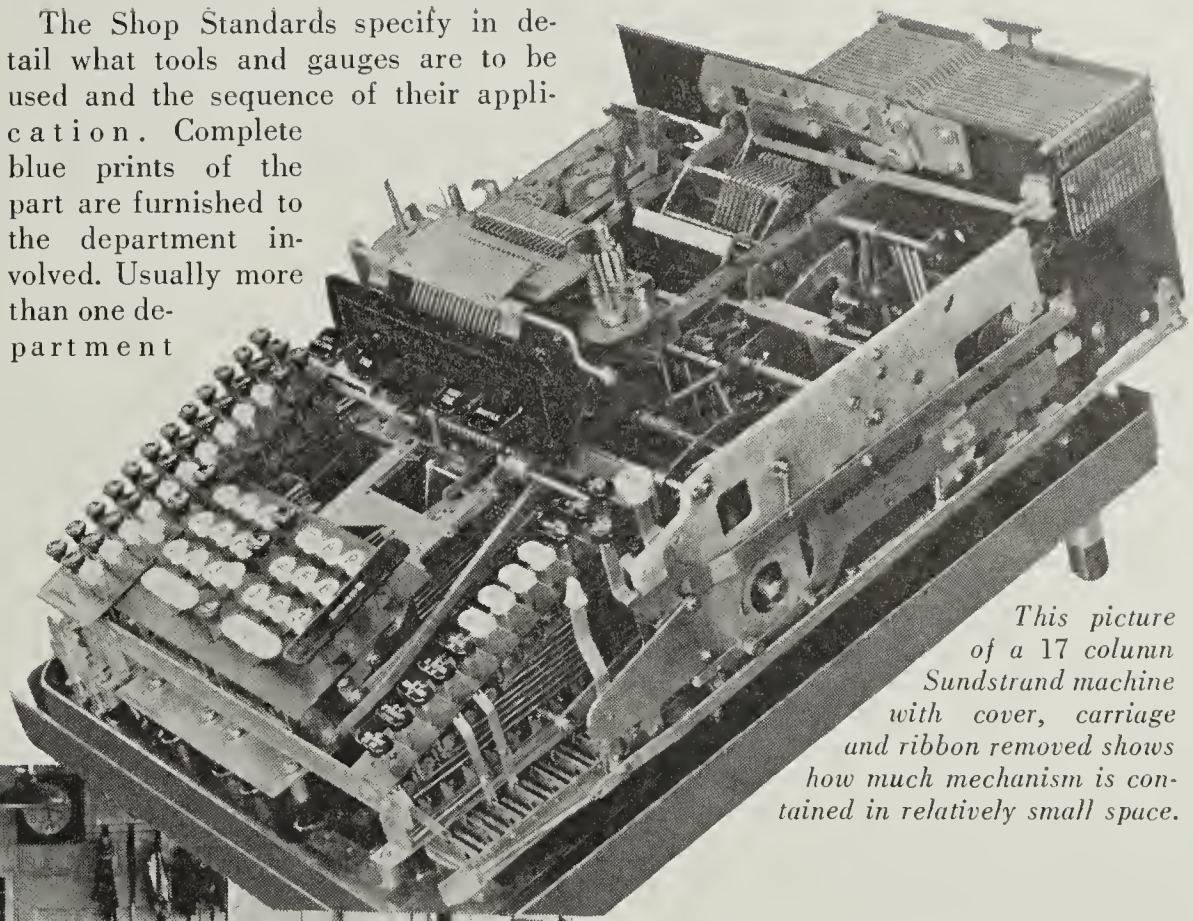
Finished parts that go into the final assembly of the machines are stored to the extent of a four-months' supply. Perpetual inventory is maintained for all parts and when the supply of any one reaches the lower limit, a requisition is sent to the raw stores department for a certain number of steel sheets or bars, or whatever other material is needed to make that particular item. At the same time an order is

F. U. Conard, works manager of the Underwood Elliott Fisher factory at Bridgeport.

issued for the required dies and tools, and notice is sent to the foreman of the proper department setting forth the kind and quantity of part to be made.

Each step in the making of the part is controlled by an Operation Sheet and by Shop Standards which have been worked out for every separate job and function performed in the factory. Chance or the memory of individual workmen are never depended on to determine how a thing should be done. Operation Sheets are devised by the planning department and each consecutive step is thought out in advance. This is essential so that, for example, a hole will not be drilled in a part only to have its size or shape altered by a subsequent operation.

The Shop Standards specify in detail what tools and gauges are to be used and the sequence of their application. Complete blue prints of the part are furnished to the department involved. Usually more than one department works on a particular type of part, and in this case the parts move according to definite schedule, going, for example, from the punch presses which have struck out blanks into the light or heavy milling department, into the grinding or polishing department, and so on to the eventual finishing.



This picture of a 17 column Sundstrand machine with cover, carriage and ribbon removed shows how much mechanism is contained in relatively small space.

Four girls in the foreground of the above picture are testing the tension of springs by attaching them to pivoted and weighted arms. Other members of the department are inspecting springs and bending hooks on the ends.

Final assembly of Elliott Fisher machines at the Bridgeport works is shown above. Note how far the department extends.

Equally important with the making of parts is their inspection. During many manufacturing processes at the Bridgeport factory, inspectors pass among the men and machines at work observing the progress of the job. It is their duty to perceive whether any error has crept in and to stop it before the job advances to completion.

In addition to these "preventive" inspections, other inspections are scheduled after particular manufacturing steps. The latter are conducted according to Shop Standards containing directions as to what gauges are to be used, what possible flaws are to be looked for and the limits of permissible variations of dimensions.

On parts where tolerances must be restricted to within 3-10,000ths of one inch, it is infeasible to depend on ordinary micrometers and the human eye to check accuracy so a Projectograph is called into use. This is a device which throws a shadow of the part to be measured on a graduated screen and enlarges any imperfection 50 to 1 times.

To insure the unchanging accuracy of the gauges themselves, a small group of experts in the tool checking department are constantly examining the gauges in daily service throughout the factory and are testing them with master plugs.

(Continued in September)

ORDER
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ORDER BOOK
1934
JULY
SUN
MON
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ORDER
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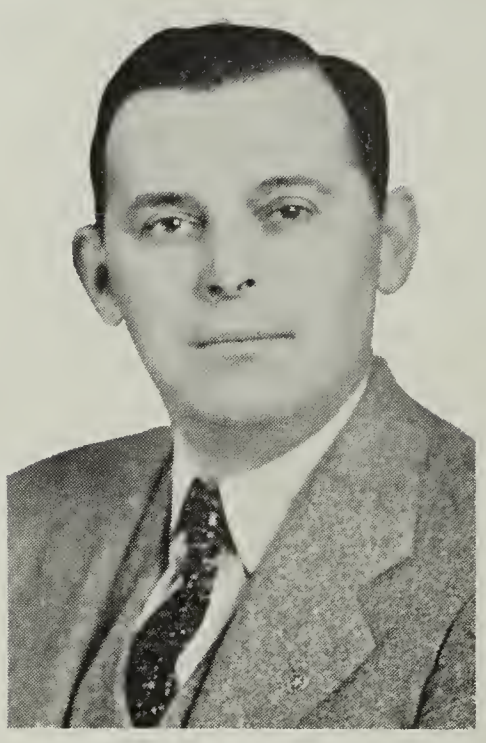
ORDERS
3 MONTHS CONTEST DURING July, August and September
3 CASH PRIZES
1ST $750
2ND $500
3RD $250
FOR THE 3 WINNING BRANCH MANAGERS
COLD CASH FOR HOT SALES WORK
1934-SEPTEMBER
ABNER DEAN

K. K. Rives



H. K. Ehrsam

The States Add Liquor Profits

Large numbers of Underwood Sundstrands have been sold to liquor control commissions by several branches

By W. F. ARNOLD

Sales Manager for Adding Machines

AN expanding industry is always a fertile field for adding machine sales. During the past several years, while most industries were fortunate to be able to hold their positions, the United States has witnessed the most rapid expansion of all times of one particular industry—the liquor business. It presented a most fertile field in which to solicit new business.

Conditions in various branch territories differed greatly. In quite a few states the sale of liquor is still illegal, and branches in these states derived no benefit from repeal. In several states the legislatures decided to create a state monopoly for the sale of liquor, and in such cases the branch covering the state capital had its hands full for weeks and months drawing up systems and demonstrating the advantages of our products against every type of competition. There was only one large prospect in such states benefitting from the new legal product, and there were no successive opportunities to bring up a branch's sales average. It was either success or failure in short order.

Underwood Sundstrand adding machines are well represented in states that have gone into the liquor business. The Commonwealth of Pennsylvania was the first to decide to create a state monopoly. It was early in December, 1933, that the Harrisburg branch became a bee-hive of activity, for the state had started to investigate the equipment necessary to distribute liquor to millions of citizens.

Branch Manager G. Bayles of Harrisburg and his staff figured that since every liquor store was receiving merchandise and making sales, there would be a great many additions to perform. There would be subtraction in the figure work on discounts, balancing inventory, etc. There would be plenty of multiplying in extending and figuring prices and valuing inventory.

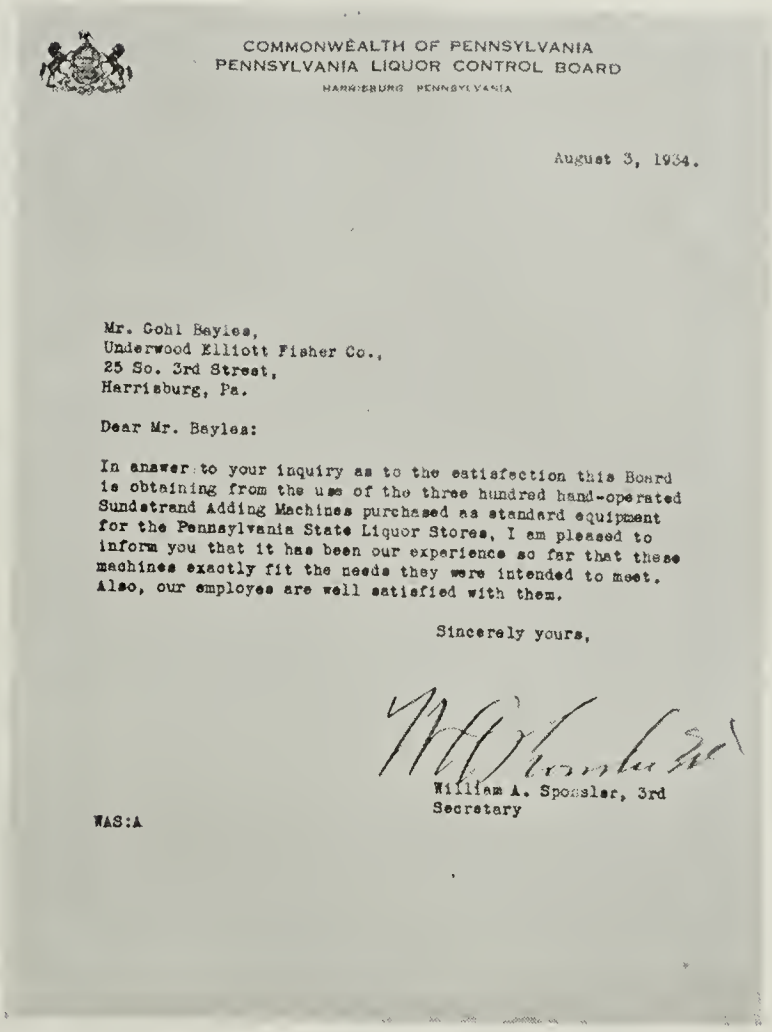
They were able to convince their prospect that Underwood Sundstrand was ideally suited for such performances, and it was a happy Christmas when, several days before the holiday, Mr. Bayles was handed a contract for 275 eight-column direct subtracting machines, one of which would be standard equipment in every retail store.

For many months these machines have been clicking in approximately 270 retail stores, performing the tasks of adding, subtracting, and multiplying.

But this is not the entire story. Underwood Sundstrand equipment was purchased later for two wholesale liquor stores, five warehouses, and five district offices while for the central office at Harrisburg twenty-two electric machines were purchased. That these machines have performed up to expectation is shown by a communication

J. M. Jackson

G. Bayles



COMMONWEALTH OF PENNSYLVANIA
PENNSYLVANIA LIQUOR CONTROL BOARD
HARRISBURG PENNSYLVANIA

August 3, 1934.

Mr. Gohl Bayles,
Underwood Elliott Fisher Co.,
25 So. 3rd Street,
Harrisburg, Pa.

Dear Mr. Bayles:

In answer to your inquiry as to the satisfaction this Board is obtaining from the use of the three hundred hand-operated Sundstrand Adding Machines purchased as standard equipment for the Pennsylvania State Liquor Stores, I am pleased to inform you that it has been our experience so far that these machines exactly fit the needs they were intended to meet. Also, our employes are well satisfied with them.

Sincerely yours,

William A. Sponsler, 3rd
Secretary

WAS:A

Above, a letter received by Branch Manager G. Bayles of Harrisburg from the secretary of the Pennsylvania Liquor Control Board expressing satisfaction with UEF equipment. On the opposite page, a display in a state-operated liquor store in Pennsylvania. Across top, managers of branches which have made outstanding sales to liquor commissions.

from the Secretary of the Pennsylvania Liquor Control Board, reproduced on this page.

Branch Manager H. K. Ehrsam of Portland, Ore., accomplished real results in selling the Oregon Liquor Control Commission a number of models 8140-13 eight-column machines with direct subtraction, credit balance and a thirteen-inch carriage.

The installation is unique in that these machines were installed in the cashiers' cages of retail stores. They were to be used for compiling the daily sales reports, daily inventory report and the daily cash report. The multiplication feature was to be used for extending inventory control items. This was all in addition to the ordinary use of an adding machine.

Mr. Ehrsam was also successful in selling model 10140P-5 equipment for the administrative office.

Branch Manager K. K. Rives of Detroit and his staff were successful, against the most intensive type of competition, in selling Underwood Sundstrand machines to the State of Michigan Liquor Control Commission for use in the central office.

Branch Manager J. M. Jackson of Columbus, Ohio, after months of intensive work, succeeded in selling the Ohio Liquor Board Underwood Sundstrand machines for use in the central office.

In many states where liquor is now being sold legally distribution is in the hands of private individuals under state regulation. Under these conditions prospects are numbered in the thousands. Not all prospects are being sold, but many branches are adding to their sales by covering this fertile field thoroughly.

Distillers are being sold, such as, among the nationally known ones, Schenley Products Co., Inc. and Continental Distilling Corporation. Wholesalers, retailers and restaurants are found among other new users of Underwood Sundstrand.

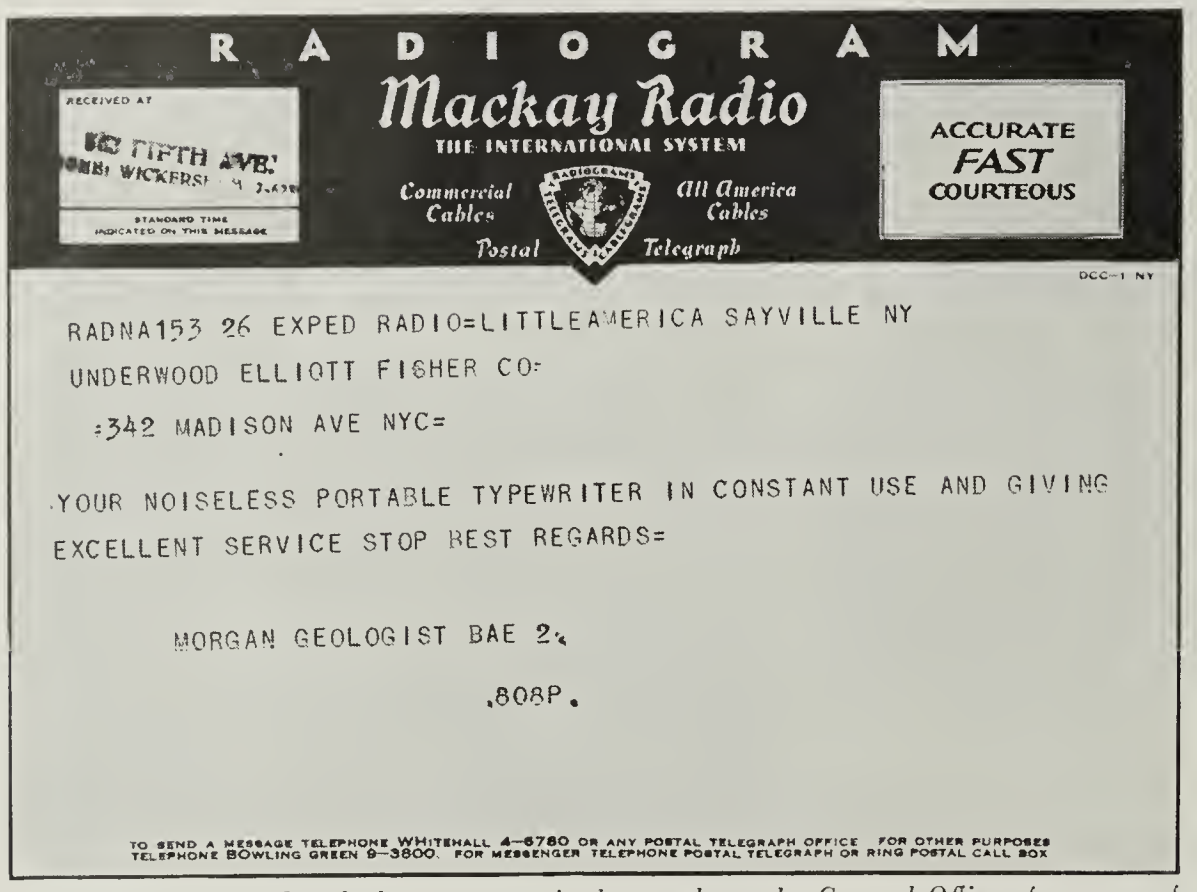
The individual starting in a wholesale business must have an adding machine, and some branches make a practice of getting in on the ground floor by checking new liquor licenses as shown in the daily papers. Retailers opening up a new business are in a similar position and are being located easily.

Other established retailers, grocers, drug stores and delicatessens have added liquor departments. The increased activity and revenue has justified in many cases the purchase of an adding machine. Restaurants have been sold cash registers for the bar as they expand into the liquor business.

This industry is a most promising one for the Underwood Sundstrand line of adding machines and cash registers and many branches will continue to add to their volume of sales by working the field intensively.

Federal tax returns, which have been smaller than anticipated, seem to indicate that this industry has not yet reached its peak. Neither have all retailers and wholesalers purchased adequate figuring equipment. Some will find liquor revenue disappointing, others will expand. The field has not yet become saturated for our products but is still an important one in which to look for business.

Clerks at work in a state-owned liquor store; note the Underwood Sundstrand on the counter.



RADIOGRAM

Mackay Radio
THE INTERNATIONAL SYSTEM
Commercial Cables · All America Cables · Postal Telegraph

ACCURATE FAST COURTEOUS

RECEIVED AT 60 FIFTH AVE. WICKERSHAM 9 2-4-28

STANDARD TIME INDICATED ON THIS MESSAGE

DCC-1 NY

RADNA153 26 EXPED RADIO=LITTLEAMERICA SAYVILLE NY
UNDERWOOD ELLIOTT FISHER CO=
:342 MADISON AVE NYC=

.YOUR NOISELESS PORTABLE TYPEWRITER IN CONSTANT USE AND GIVING EXCELLENT SERVICE STOP BEST REGARDS=

MORGAN GEOLOGIST BAE 2.

.808P.

TO SEND A MESSAGE TELEPHONE WHITEHALL 4-6780 OR ANY POSTAL TELEGRAPH OFFICE FOR OTHER PURPOSES TELEPHONE BOWLING GREEN 9-3800. FOR MESSENGER TELEPHONE POSTAL TELEGRAPH OR RING POSTAL CALL BOX

The radiogram reproduced above was received recently at the General Offices from one of the scientists with the Byrd Antarctic Expedition.

NEW KEYS

¶ Of radically different design, they are overwhelmingly favored by typists.

By J. A. B. Smith

CHAMPION KEYS are distinctively Underwood and before their adoption had the unanimous approval of World's Champion Typist George Hossfield and well known experts such as Albert Tangora, William F. Oswald, J. L. Hoyt, Barney Stapert, Otis Blaisdell and others too numerous to mention.

Even this expert and unanimous recommendation was not sufficient entirely to satisfy our exacting engineers, as they wished to secure the opinion of the average business office typist to the touch desirability of the concave key tops.

The Commercial Engineering Division, therefore, directed a test at 63 Vesey Street, New York, calling in 100 typists and stenographers with from one to fifteen years experience, and their reaction was overwhelmingly favorable to the new type keys. The general opinion was well expressed by one typist with ten years' experience.

She said, "These keys are pleasing to my fingers—they give me a feeling of security and confidence and a very real urge to type faster."

They are most attractive in appearance, the alphabet, numeral, character and shift keys a rich lustrous black, and the control keys a pleasing dark green.

The Champion Key consists of a composition key disc, about 1/16th inch thick, having a concave top. It is secured to a special key-lever cup—not stem—by a countersunk key ring, with the key-lever stem entering a groove in the bottom of the composition disc. The key-lever cup assures a firm foundation for the composition key disc.

The countersunk "non-finger-nail breaking" key ring prevents the composition disc from becoming loose, and the top of the key-lever stem, protruding through the cup into the composition disc, makes twisting of the key impossible. This practical construction is radically different from any used heretofore to support a composition key.

Remember the exact words of the ten-year typist when talking champion keys.

Typewriter Salesman Is Typewriter Collector

TO Harold C. Bedison, typewriter salesman of the Los Angeles branch, goes the distinction of having what is believed to be the finest and most complete collection of antique typewriters on the Pacific coast.

Mr. Bedison has been collecting typewriters for a number of years and now has eighty-three. Some of his machines were manufactured as long ago as 1876. A few of the oldest are:

Hammond with Ideal keyboard and wooden piano keys, using the split design of typebar shuttle.

Caligraph with serial number below 2000 and original parts and finish.

No. 1 Smith Premier with original parts.

No. 1 Underwood with serial number in the 2000 series and original parts and finish throughout.

Two Alexander machines. These were the product of a Pacific coast manufacturer and never were marketed.

Bedison is a veteran of many years' service in the typewriter business and has many friends in the industry throughout the country. His collection has attracted much notice in and around Los Angeles and he receives many requests to exhibit machines in stores, banks and theaters. He also has had requests from motion picture studios for the loan of machines to be used in scenes depicting offices of some years ago. His typewriters were used in *Cimarron, Office Wife, His Secretary* and *To The Last Man.*

One of the most remarkable features of the collection is that every machine in it is in working condition.

UEF Men And Friends Make It Tough For Fish

A GROUP of Underwood Elliott Fisher men and a few friends went on a highly successful fishing expedition last month to Manteo, Roanoke Island, N. C.

Members of the party were F. L. Benedict, Eastern District manager; G. Bayles, branch manager at Harrisburg; J. A. McComas, branch manager at Baltimore; R. M. Stamps, assistant branch manager at Richmond; C. R. Horting, salesman at Harrisburg, and H. J. Berrean, F. H. Cooper, T. D. Frye and W. A. Sponsler.

In seven hours of angling in Oregon Inlet the nine sportsmen caught 177 bluefish and a dozen big flounders. The total catch weighed 650 pounds.

These views were taken from a motion picture film. Above, all the fishermen except F. H. Cooper and R. M. Stamps. Below, Mr. Stamps proudly displaying a five-pounder.

This picture was taken at a luncheon given by General Sales Manager Wright for the Los Angeles and San Diego sales organizations on his visit to the west coast. C. Jungbluth, manager of the Portable division, and W. M. Coffman, Pacific District manager, also were present.

SUGGESTION BOX

¶ *New feature starting in September issue of this magazine provides opportunity for winning five-spots.*

BEGINNING with the September issue, a new feature will appear in UEF NEWS and will offer to members of the Underwood Elliott Fisher family an easy means of making some pocket money.

The feature will be called the *Suggestion Box,* and contributions to this new department are solicited from all employees.

Contributions may be of two kinds—first, a statement of what particular article or class of articles in UEF NEWS you like best, and *why;* second, a suggestion of some change in UEF NEWS which you think would constitute an improvement, and *why*. Contributions should be brief, specific and constructive.

From those received the Editor will select certain ones for publication, and the author of every suggestion printed will be paid $5.00. If, in any month, no worthwhile suggestion is received, none will be published; if several good ones are sent in, they will all be published.

Wherever feasible, suggested improvements in the magazine will be put into effect. After all, UEF NEWS is the "family magazine of The Underwood Elliott Fisher Company" and, as such, everyone in the family should have the privilege of expressing preferences concerning its contents. The magazine is put out for *you*. You are the person to be pleased. And the only way it can be known whether you are pleased, what pleases you most, and what not at all, is to receive your written opinions.

In particular it is desired to obtain expressions from the field concerning features in the Company's magazine that may be of concrete aid in selling. In this way UEF NEWS can be made a continuous source of information and practical hints on how to increase your individual business.

By contributing to the *Suggestion Box* you will not only be taking advantage of a chance to make $5.00 but will be helping to make your magazine consistently better with each succeeding issue.

At the same time that the *Suggestion Box* is begun, another feature of UEF NEWS—the *Sez You* columns—will be discontinued. Letters from the field will, however, still be published, and it is hoped the Editor's correspondence will not diminish. The only real change, in fact, will be that letters will be published under a different heading, and a monthly prize will not be awarded for the best one.

S. H. CORRELL

S. H. Correll, salesman with the Toledo branch, died suddenly of a heart attack on August eighth. He was fifty-two years old.

Mr. Correll entered the employ of the Company at Philadelphia in 1927. He served as manager of sub-branch offices at Atlantic City, N. J., and Johnstown, Pa., returning later to Philadelphia as an Elliott-Fisher salesman. He had been in Toledo for almost four years. He leaves his wife and a 12-year-old son.

INTERVIEW

¶ *Leading article in nationally circulated magazine gives Vice President Eylar's views on salesmanship.*

THE August issue of the magazine *Opportunity* contains an interview with Vice President Eylar, entitled "This Is the Salesman's Day." The article occupies the leading position in the magazine and a photograph of Mr. Eylar, against a background of an Underwood keyboard, appears on the cover.

Miss N. M. Graf, who obtained the interview, quotes Mr. Eylar as follows:

"Today the world is waiting for good salesmanship. The last few years have emptied files, shelves and store rooms. Now the salesman can reap the harvest.

"And that isn't all! . . . For some years while business was good and the public was buying, improvements and worthwhile inventions had been laid on the shelf to gather dust. But when the public quit buying and we began to think of how to make people buy, we remembered. In other words, we turned our attention to our engineering and invention department and said, 'this is *your* day.' We spent millions on new models and improvements.

"As a result the salesman can now have *his* day. He has the knowledge that supplies are low, plus irresistible new models and new talking points. A salesman's harvest and what a harvest! As far as our own sales force is concerned they are 'rarin' to go.' . . . Salesmanship is making other people think what you think, feel as you feel, and act as you would have them act."

FAMILY NEWS

On his first airplane ride, R. W. Mowry of the Youngstown office was in a crack-up. He is back at work, a little sore and stiff, but still eager to try it again.

•

New salesmen at Philadelphia are William N. Greeley, typewriter division; William Harris, adding machine division, and R. W. Aman, W. J. Clay and A. J. Ricci, accounting machine division.

•

Walter T. Austin of the Providence office has married the former Miss Jennie Stables. Branch Manager J. N. Tyndall and the staff presented the couple with a lamp and easy chair.

•

John Talliaferro, adding machine salesman at Richmond, and the former Miss Dorothy Moseley recently were married.

•

Mr. and Mrs. John Huber are the parents of a new daughter, Theresa Ellen. Mr. Huber is in the typewriter service department of the Green Bay branch.

•

At the July meeting of the Rochester Sales Managers' Club in the Rochester Chamber of Commerce, Branch Manager E. C. Pixley was one of two speakers on the topic of "Planning a Commission Selling Campaign." According to *Rochester Commerce*, the C. of C. publication, our representative "threw out ideas that gave rise to one of the liveliest discussions of the season."

•

Davenport branch reports three new salesmen, Harold N. Dawson, Vernon H. DeLaney and A. J. Leonard, and the appointment of J. J. Stanbary as sales agent at Burlington, Iowa.

•

J. D. Wells has joined the typewriter division of the Louisville office and has been making some holes in competitors' territory.

•

E. Willard King of the Grand Rapids branch is a member of the Park Affiliated Westminster Choir of the Park Congregational Church in that city and traveled east with other members of the choir to take part in a national competition at Princeton, N. J. After winning first place in the contest, the choir sang in New York and was broadcast over the NBC chain.

•

J. L. Hoyt, San Diego branch manager formerly of the Executive Staff in New York, has written to C. R. Strohm, assistant to the President, "My knowledge of floral nomenclature is just about limited to 'daisy' but I never saw so many kinds of daisies as there are about our home here. The view from the living room isn't bad either." The view referred to is shown above.

E. M. Shope has been transferred from Harrisburg to Baltimore, and W. J. Brandt is a new addition to the Baltimore adding machine sales force.

•

Neal Newman, agent at Traverse City, Mich., was one of the originators of the National Cherry Festival and has been named chairman of the advertising committee for the 1934 Festival. The UEF Grand Rapids office has made a very attractive window display for the occasion showing a Portable with pictures of the Festival Queen and her court. Mr. Newman asserts that anyone who attends the event will be well repaid for the trip.

Last Month's Solution

C	L	Y	D	E	J	U	N	G	B	L	U	T	H	S
■	C	O	A	L	MODEL FT					O	P	A	L	■
S	■	N	I	B	UNDERWOOD					S	O	B	■	L
T	R	■	L	O	PORTABLE					E	N	■	S	I
O	E	R	■	W						R	■	L	I	T
O	M	E	N	S						S	T	E	E	R
P	I	C	A	■	E	L	I	T	E	■	R	A	Z	E
S	N	O	R	E	■	E	R	A	■	B	A	S	E	S
■	D	I	R	T	■	E	A	R	■	A	P	E	S	■
L	■	L	A	T	E	R	■	T	O	I	L	S	■	S
A	B	■	T	A	P	■	M	■	L	L	I	■	O	O
M	A	T	E	■	I	M	A	G	E	■	N	E	A	R
P	R	O	D	U	C	E	■	M	O	D	E	L	F	T

E. R. Harrison, accounting machine salesman at Davenport, has had a motor trip through Canada and New England to New York and Washington. Mrs. Harrison enjoyed the vacation with him.

•

Miss Pearl Barisich is back in the UEF fold as stenographer and office clerk with the Fresno branch.

•

Fritz T. Wurzmann, sales agent at Monterey, Calif., has married the former Miss Marjorie Legge.

Washington Office Beats Competitors At Baseball

SOME time ago the Washington organization of Remington-Rand, Inc., challenged the Underwood Elliott Fisher Washington branch to a baseball game. Just to show their versatility, the Washington UEF boys proved themselves leaders not only in their business endeavors but also as coming baseball stars, trimming their opponents by a score of 17 to 12.

The UEF line-up was as follows:

Mott, p
McCoy, c
Roche and Patton, 1b
Hunt and Hilleary, 2b
Tribble, ss
Horstman, 3b
Propst, rf
Stewart, cf
Clark, lf

CLICKINGS

THE magazine *Sales Management* employed Ross Federal Service, mercantile investigators, to interview executives in 400 typical offices in New York, Chicago and Detroit to determine what brand of ten important types of office equipment were favored for future purchases. Returns showed Underwood typewriters first in preference with 34.8 per cent of the total votes.

•

THE LOUISVILLE branch inquires, "We wonder how many salesmen in states having a sales tax appreciate the advantage of the Underwood Sundstrand model 10240S for listing amount of sales in one column and amount of tax in the other, accumulating separate totals of each. This is a real application for a real machine."

•

SCHOOL SALES Manager W. D. M. Simmons approved very heartily of the article *Kiddies on the Keys* which appeared in the June and July issues of UEF NEWS and in which the growing use of typewriters in elementary schools was discussed. In a letter to the field Mr. Simmons wrote, "For obvious reasons every salesman interested in selling Portable typewriters to the Grammar schools . . . should carefully read this article."

•

L. H. HILLIARD, supply salesman at Philadelphia, analyzed the writing and carbon requirements of a customer so thoroughly and presented the Underwood carbon roll attachment so convincingly that seventeen such attachments were sold for a similar number of Underwood Fanfold billing machines. Mr. Hilliard found that this customer's operators were writing as many as three different kinds of way-bills on one machine, using sheet carbon and changing attachments frequently. The carbon roll attachment has proved a time and carbon saver, and another good supply account has been gained for UEF.

•

H. A. DAVIES, a UEF old-timer who is sales agent at Bakersfield, Calif., has sold twenty-six Underwoods to the Kern County Union High School.

•

SUPERIORITY of Underwood service enabled Salesman C. I. Calhoun of the Sacramento office to close a deal with the Union High School at San Juan, Calif., for eleven typewriters. John L. Carpenter, service foreman, accompanied Mr. Calhoun on his sales call and co-operated in preparing the way for the sale. Competitor machines were traded out and this school is now 100 per cent Underwood.

G. M. Altmann, sales agent at Marquette, Mich., recently received a shipment of 150 typewriters for which he had obtained orders from schools in the Upper Peninsula of the state. Mr. Altmann is shown at the right in the above picture and Leslie Brickson, mechanic, is at the left.

Miss Grace Phelan, student at Duquesne University, Pittsburgh, had the highest score of any entrant in the International Commercial School Contest held at A Century of Progress in Chicago. She averaged 112 words per minute on an Underwood, completing fifteen minutes of typing with only four errors. The above photograph was taken in the UEF Chicago office.

TYPE VS. WRITE

¶ Editor who asked readers' opinions on typewriter for personal correspondence found majority favoring machine.

A CERTAIN editor, having received from abroad a long letter written all with pen, started a symposium among his readers on the subject of pen versus typewriter for private and personal correspondence. The verdict was overwhelmingly for the typewriter. Thus "Author", who presumably had had his troubles with manuscript, wrote: "A typewriter every time, and the signature typed. Life is too short to waste time on disentangling one's friends' abominable handwriting."

The minority opposing the typewriter dwelt on the personal touch which the pen imparts. Why, asked one, can we not spare a little time to write to our friends with our own hand? Another correspondent noted that middle-aged and elderly ladies are the chief foes of the typewriter, but that their opposition is subsiding.

Most of us nowadays would like to get all our letters typewritten. Why should it be necessary to use a pen for signature in ordinary cases? Typed letters are easier to write and to read, and one who is moderately expert can say much more with the machine, being better able to keep up with his thoughts. Let us be practical. The time when the late Prof. Nathaniel Shaler referred to a typewritten note as "your damned handbill" passed long ago.

Reprinted, by permission, from *The Boston Herald.*

SEZ YOU

Adams • Daley • Mowry • Stein • Helwig • Grubb

As is announced elsewhere in this issue, the Sez You *feature of the UEF NEWS is being discontinued. This does not mean that letters from the field will no longer be published. Letters will be as welcome as ever but will appear in another part of the magazine and prizes will not be given for them. Instead prizes will be given for contributions to the* Suggestion Box. *And now, not to forget it, the $5 for the best letter on this last* Sez You *page goes to R. W. Adams of Springfield, Ohio.*—The Editor.

Short and Sweet

On June twenty-ninth I received the following letter from an official of the Hobart Manufacturing Co., Troy, Ohio, one of our good customers:

"Dear Mr. Adams, Please change our tentative order for Noiseless typewriters for our Stenographic Department from five to seven. Thanks."

On July sixth I received another letter from the same gentleman as follows:

"Dear Mr. Adams, Please add another Underwood Noiseless to my previous request. I know you will hate like everything to do this."

R. W. Adams.

Sub-Branch Manager
Springfield, Ohio.

Handy Andy

Branch Manager Hall of Salt Lake City is willing to gamble that Salesman C. W. Andrus, who handles southern Utah, has one of the highest, if not the highest, representation of Underwoods in his territory as compared with any other territory.

At the time Mr. Andrus took over the territory several years ago competitors openly boasted that with a new man just starting in the selling game on the territory, they would change the picture and cut down the Underwood representation.

The results have just been the reverse and, instead of permitting them to cut into his large representation, Mr. Andrus has steadily cut into their small representation, and the percentage of Underwoods is greater now than at the time he took over the territory. The percentage of Underwoods in the schools at present is approximately eighty per cent, and over one-half of all the schools are 100 per cent Underwood. Also, Mr. Andrus has about ninety per cent of the County Court House business and most of these offices are 100 per cent Underwood.

We believe this record is one that will be hard to beat or even match and that Mr. Andrus should have his name listed in the UEF Salesmen's Hall of Fame.

Berenice Daley.

Associate Editor
Salt Lake City, Utah.

Youngstown Picnic

The Youngstown office held its picnic July 14 at Liberty Park, Girard, Ohio. The whole gang was present with their families and friends. Here is the program:

A basket luncheon at 1 p.m. and boy, what eaters! Did them good to get out in the wide open spaces.

After the lunch a ball game which included men and women players. And can Murray play ball?

After the ball game all in the pool for a swim and a ducking.

We had a jinx in the crowd and the pictures were spoiled, so you'll have to wait until the corn roast in September for some pictures for UEF NEWS.

R. W. Mowry.

Salesman
Youngstown, Ohio.

San Francisco Meeting

On July twenty-first a sales meeting of all San Francisco, Fresno and Sacramento salesmen was called by Sales Manager Wright, approximately forty sales representatives being present. As usual, Mr. Wright called every man by his first name and gave an inspiring address.

Following the meeting, a luncheon was held for William von Hacht, assistant branch manager, who was promoted to the accounting machine division in New York. Branch Manager J. C. Young presented Mr. von Hacht with a scroll, containing almost seventy names, and a wrist watch.

Selma Stein.

Associate Editor
San Francisco, Calif.

Washington Approves

Let me express my appreciation for the UEF NEWS. I think that the Editor deserves a lot of credit for producing a magazine with so much interest for every employee of our Company.

Harry H. R. Helwig.

Salesman
Washington, D. C.

So Does Pittsburgh

Congratulations on your splendid endeavor to make the UEF NEWS more interesting by including fiction stories such as *Blond Blight* which was published in the July issue.

I feel doubly elated with this story as the "Mr. Grubb" described is my exact replica. However, I had a difficult time trying to convince Mr. I. R. Grubb, a very near kin of mine and also of the Pittsburgh service department, that it was I and not he that was depicted.

Certainly, Mr. Eichenberg has never read the Code of Ethics for servicemen or he would have removed the hat from "Chick's" cranium in his waiting-room scene.

D. L. Grubb.

Serviceman
Pittsburgh, Pa.
P. S. Never mind. Just in fun.

Associate Editors

Atlantic District
Albany, T. J. McMahon; Buffalo, Jack Tench; Hartford, K. A. Flanders; New Haven, R. A. Howard; Providence, R. L. Murphy and J. F. Hayes; Rochester, Charlotte Smith; Springfield, R. E. Ward; Boston, C. H. Prentice and H. T. McBrien; Portland, P. S. Donovan.

New York District
New York, G. A. Meinecke, J. M. Steinau and W. E. Zontlein; Newark, W. R. Phillips.

Eastern District
Allentown, J. A. Downs; Baltimore, H. L. Disney; Charlotte, W. R. McDowell; Harrisburg, H. B. Taylor; Philadelphia, W. F. Clark; Richmond, Ogarita G. Myers; Scranton, L. E. Decker; Washington, H. H. R. Helwig and J. V. Brownell.

Central District
Akron, G. R. Windsor; Cincinnati, A. E. Zugelter; Cleveland, L. L. Curtis; Columbus, Mrs. Mary Turner; Detroit, I. B. Altmann; Grand Rapids, H. W. Reynolds; Louisville, Harry Hitt; Pittsburgh, R. G. Masterton; Toledo, J. R. Gardiner; Youngstown, R. W. Mowry.

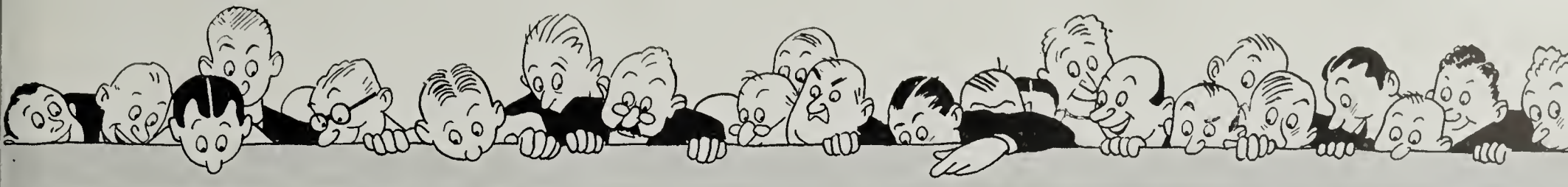
Western District
Chicago, F. C. Snow; Davenport, W. A. King; Des Moines, F. L. Bredimus; Green Bay, C. B. Bretzke; Indianapolis, L. A. Cory; Milwaukee, C. M. Murphy; Minneapolis, S. S. Baker; Omaha, Marion Dennis; Peoria, A. V. Longenecker; Rockford, L. H. Earle; South Bend, L. V. Rogers; St. Louis, L. G. Davidson; Kansas City, F. M. Anglim.

Pacific District
Boise, A. J. Salisbury; Butte, W. Crist; Denver, A. D. Brown; El Paso, H. C. Barbour; Fresno, L. A. Weitz; Los Angeles, W. J. Dietrick; Phoenix, G. G. Russell; Portland, F. G. Aff; Sacramento, A. G. Walsh; Salt Lake City, Berenice Daley; San Diego, J. J. Voorhis; San Francisco, Selma Stein; Seattle, Aurelia Lonseth; Spokane, R. C. La Torres.

Southern District
Atlanta, Earl Brooks; Birmingham, W. H. Blaney; Dallas, B. E. Stratman; Houston, O. H. Cook; Jacksonville, J. E. Neahr; Memphis, Sam Cooper; Nashville, J. A. Pittman; New Orleans, J. L. Videau; Oklahoma City, M. A. Babcock.

Export
F. D. Lehn.

Service
George Bender.



DISTRICT STANDINGS

JULY

Southern
New York
Eastern
Pacific
Central
Western
Atlantic

SEVEN MONTHS

Eastern
Southern
Pacific
New York
Central
Western
Atlantic

BRANCH STANDINGS

JULY

1. Washington (T)
2. Atlanta
3. New Orleans
4. El Paso
5. Oklahoma City
6. Houston
7. Salt Lake City
8. Newark (AA)
9. New York (T)
10. San Diego
11. Washington (AA)
12. Peoria
13. Birmingham
14. Boise
15. Cincinnati
16. Richmond
17. Memphis
18. Columbus
19. Nashville
20. Dallas
21. Denver
22. Jacksonville
23. Harrisburg
24. Omaha
25. Kansas City
26. South Bend
27. Butte
28. Phoenix
29. Louisville
30. Rockford
31. San Francisco
32. New York (Add.)
33. Indianapolis
34. Seattle
35. Providence
36. Philadelphia
37. Los Angeles
38. Pittsburgh
39. Milwaukee
40. Youngstown
41. Spokane
42. Baltimore
43. Charlotte
44. Portland, Ore.
45. Sacramento
46. New York (Acct.)
47. Green Bay
48. Boston (T)
49. Boston (AA)
50. Fresno
51. Buffalo
52. Hartford
53. Detroit
54. Portland, Me.
55. Cleveland
56. New Haven
57. Albany
58. Davenport
59. St. Louis
60. Chicago
61. Grand Rapids
62. Springfield
63. Toledo
64. Des Moines
65. Rochester
66. Scranton
67. Akron
68. Minneapolis
69. Allentown

SEVEN MONTHS

1. Washington (AA)
2. Washington (T)
3. Columbus
4. Birmingham
5. Spokane
6. New Orleans
7. Salt Lake City
8. Butte
9. Oklahoma City
10. Seattle
11. Houston
12. San Diego
13. Atlanta
14. Cincinnati
15. New York (T)
16. Memphis
17. Denver
18. Boise
19. El Paso
20. Detroit
21. Milwaukee
22. Jacksonville
23. Sacramento
24. Portland, Ore.
25. Richmond
26. Dallas
27. Nashville
28. San Francisco
29. Phoenix
30. Harrisburg
31. Pittsburgh
32. Charlotte
33. Springfield
34. Des Moines
35. Baltimore
36. Indianapolis
37. Omaha
38. Toledo
39. Kansas City
40. Hartford
41. Los Angeles
42. Green Bay
43. Fresno
44. New York (Add.)
45. Boston (T)
46. Minneapolis
47. Rochester
48. Akron
49. Philadelphia
50. Grand Rapids
51. Youngstown
52. Chicago
53. Louisville
54. Allentown
55. Providence
56. New York (Acct.)
57. Cleveland
58. New Haven
59. Peoria
60. South Bend
61. St. Louis
62. Albany
63. Newark (AA)
64. Rockford
65. Portland, Me.
66. Buffalo
67. Boston (AA)
68. Scranton
69. Davenport

SALESMEN'S STANDINGS

JULY

1. H. W. Sievers	New Orleans	16. E. L. Anderson	New Orleans
2. W. E. Phillips, Jr.	New York	17. T. Norbut	New York
3. J. F. Grady, Jr.	Washington	18. A. H. Haddock	Kansas City
4. E. A. Furfey	Philadelphia	19. V. A. Hart	Omaha
5. A. H. Peters	New York	20. G. A. Druin	Los Angeles
6. H. L. Young	Newark	21. B. H. Moreland	New York
7. J. B. Green	Peoria	22. J. A. Fallon	New York
8. J. T. Lafferty	New York	23. E. Dishart	El Paso
9. A. W. Johnson	New York	24. B. B. Horwitz	New York
10. W. J. Modrack	Detroit	25. E. W. Swain	Peoria
11. H. R. Coronway	New York	26. D. A. Sparks	Jacksonville
12. H. R. Helwig	Washington	27. T. H. Blake	Buffalo
13. J. W. McLaughlin	Denver	23. R. A. Shinn, Jr.	Houston
14. B. E. Stratman	Dallas	29. J. E. Wikoff	Oklahoma City
15. R. G. Dooling	Philadelphia	30. J. O. Jenkins	Columbus

SEVEN MONTHS

1. J. F. Grady, Jr.	Washington	16. J. S. Larson	Albany
2. F. C. Diedrich	Washington	17. R. M. McCleary	New York
3. W. W. Francis	Washington	18. L. P. Bahan	New Orleans
4. W. J. Modrack	Detroit	19. H. Tennyson	Kansas City
5. H. R. Helwig	Washington	20. E. C. Clewell	Chicago
6. B. B. Horwitz	New York	21. E. L. Hollahan	Pittsburgh
7. A. M. Labatt	Minneapolis	22. E. N. Auger	Boston
8. J. T. Lafferty	New York	23. D. A. Sparks	Jacksonville
9. A. N. Gaw	San Francisco	24. W. C. Berg	Pittsburgh
10. E. C. Atkerson	Birmingham	25. E. C. Wasserman	Toledo
11. E. A. Heberg	Chicago	26. O. M. McCracken	Indianapolis
12. F. D. Kauffman	Harrisburg	27. A. W. Johnson	New York
13. R. R. Franks	Seattle	28. N. P. Coleman	Butte
14. A. W. Liebes	Denver	29. W. E. Phillips, Sr.	New York
15. W. L. Tinker	Columbus	30. J. B. Paltz	Syracuse

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− it subtracts

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